ZigZag Trader

TRADING PLATFORM

INVESTOR OVERVIEW

The white-label brokerage platform brokers can finally own.

A complete, self-hosted MT4-replica trading platform — server, web, desktop, mobile, algo, social & prop — licensed to brokers as recurring SaaS.

B2B fintech infrastructure | Recurring platform-licence ARR | Independent of MetaQuotes

CONTACT

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THE PROBLEM

Brokers are trapped on platforms they don't control

Almost every retail FX/CFD broker runs on MT4/MT5 from a single vendor. That dependency has become a strategic liability.

Costly & rented

High recurring fees plus setup — and you never own the platform or the data that runs your business.

Closed & rigid

A black box you can't extend. No source, limited integrations, features on the vendor's timeline, not yours.

Licensing risk

Tightened licensing, sudden app-store removals and account terminations have stranded brokers with little recourse.

Fragmented tooling

CRM, cabinet, prop, copy-trading and funding are bolted on from many vendors — costly to stitch together and to run.

The result

A booming industry is dependent on one incumbent — expensive, inflexible, and exposed to a vendor whose policies can change overnight. Brokers want an independent platform they can own.

THE SOLUTION

One ownable, self-hosted, modern platform

ZigZag Trader is a complete **MT4-replica brokerage in a box** — the whole stack a broker needs to launch and run, deployed on infrastructure they control, licensed as predictable monthly SaaS.

01 Familiar, complete

A faithful MT4-style trading experience — server, terminals, orders, charts, EAs — that traders already know, with none of the legacy limits.

02 Ownable & self-hosted

Ships as Docker + Postgres + Redis + Caddy on a VPS the broker controls. Their server, their data, their brand.

03 Modern & extensible

.NET + Vue, REST + SignalR, a plugin system for feeds & gateways, and 6 languages out of the box.

04 Everything included

Web, desktop & mobile terminals, algo/EA studio, social/copy/PAMM, prop module, trader cabinet, admin, CRM & IB — one coherent product.

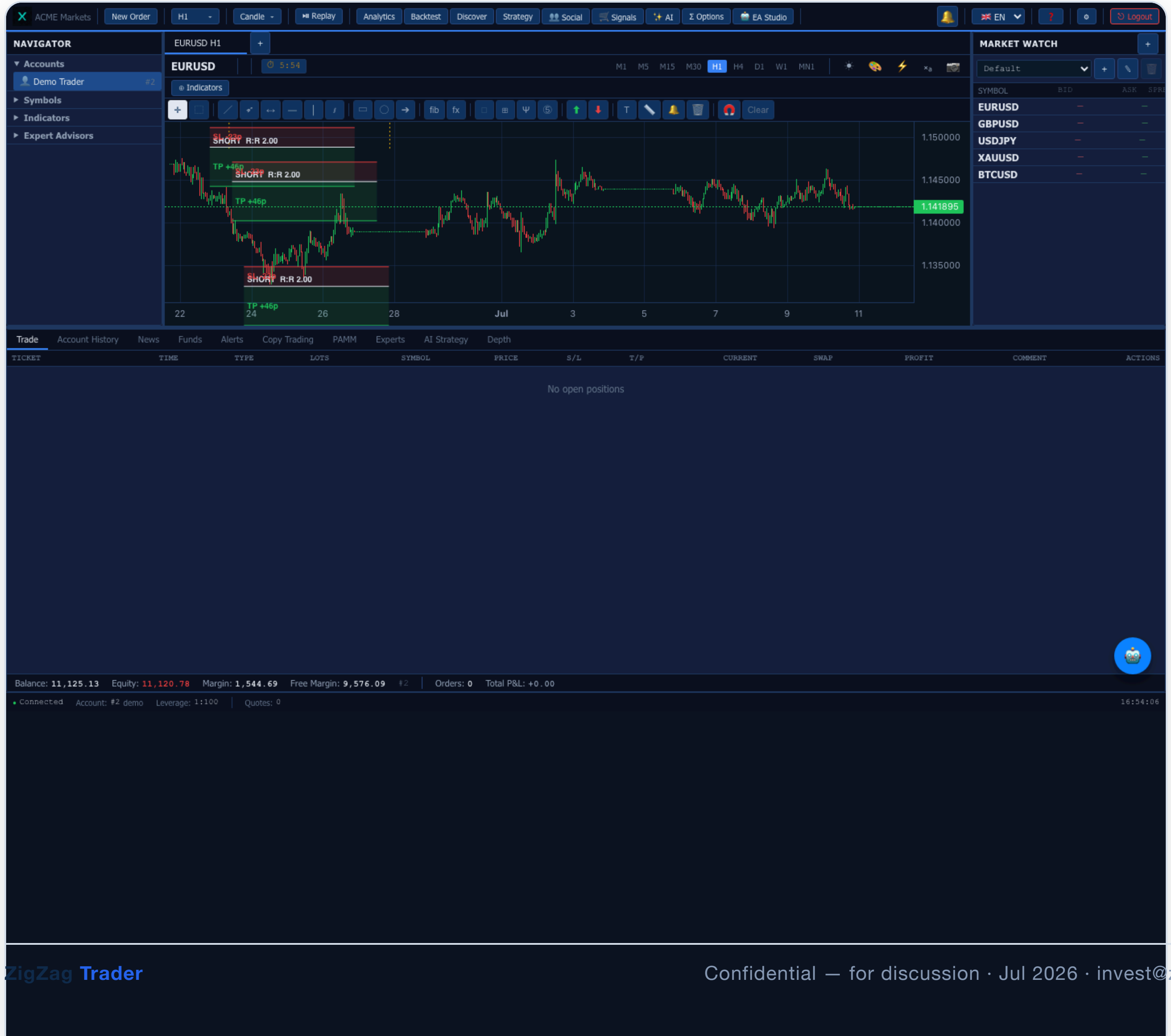
05 Multi-tenant SaaS

One deployment hosts many broker tenants on wildcard domains, with licensing + plan billing built in.

06 Recurring economics

Sold as a monthly platform licence — predictable ARR per broker tenant that expands with prop & add-ons.

Every terminal, one account — Web · Desktop · Mobile



Native mobile (MAUI) — iOS & Android, biometric sign-in

One engine, three surfaces

A position opened on desktop appears instantly on phone and web. **Browser** (no install), one **cross-platform desktop**

Far more than a terminal — a whole brokerage

EA Studio — a real debugger in the browser

MQL4 IDE with a genuine **step-debugger**: conditional breakpoints, step over/into/out, run-to-cursor, live call-stack, watch & hover-inspect — arrays, structs & enums included. No MT4/MT5 white-label has this.

Social & money-management

Copy-trading with configurable leader **commissions**, PAMM funds, and tournaments with **real cash prize pools** auto-paid to top finishers on settlement.

Broker-owned modern payments

Crypto **USDT auto-confirmed on-chain** (EVM + Tron) and credited instantly; bank/manual funding with proof upload. Traders pay the broker — the platform never touches client funds.

Trader Cabinet + prop store

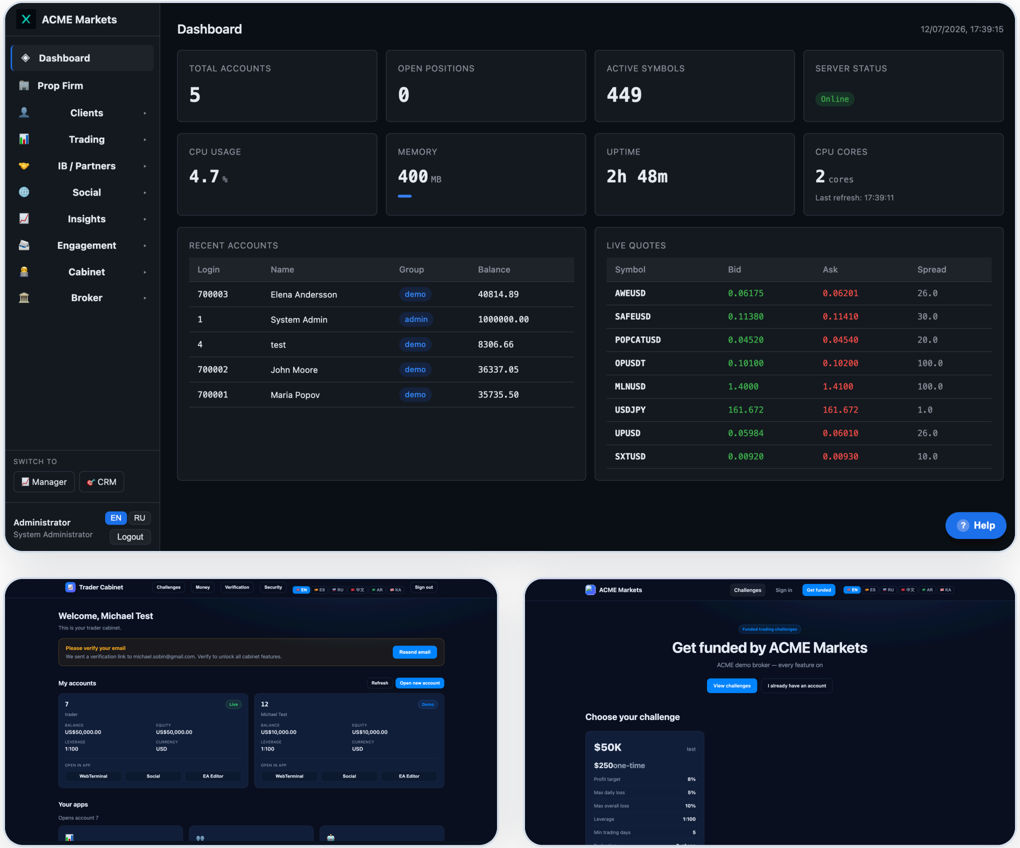
Email login, self-serve demo/live accounts, deposits/withdrawals, KYC, TOTP 2FA, one-click **SSO** into every app, and a prop-challenge store inside the cabinet.

Admin · CRM · IB

Broker back-office, manager desk, CRM and an IB/partner program to grow the book — plus a challenge storefront to run funded accounts.

Multi-tenant · 6 languages

One deployment hosts many brokers on wildcard domains with licensing & plan billing. Localised EN · ES · RU · ZH · AR · KA.



Broker Admin · Trader Cabinet · Prop challenge storefront

WHY NOW

Three tailwinds converging at once

MetaQuotes shake-up

Tightened licensing, app-store removals and high per-broker costs from the dominant vendor have created real, urgent demand for an independent, ownable alternative.

Prop-firm boom

The explosion of prop / funded-trader firms is a new class of buyer that needs challenge storefronts, funded-account management and risk tooling — built in.

Copy & social growth

Retail demand for copy-trading, PAMM and social features keeps rising; brokers need it native, not bolted on from third parties.

The window — and the widening moat

A large installed base is actively looking to switch, and the product to switch *to* now exists — with depth incumbents don't match: a **real in-browser step-debugger**, **on-chain auto-confirmed payments**, and **cash-prize tournaments** all shipped. Industry context / estimates, not proprietary data.

A large, switching installed base — sized as a framework

TAM — TOTAL

~$1B+ / yr platform spend (est.)

A retail CFD/FX broker market of **~$2.5–5.6B** plus a **~$850M** (2026) prop-firm market sit on top of platform & infrastructure spend of **$5k–$100k+ per broker per year** — the global broker + prop platform-licence pool.

SAM — SERVICEABLE

Long tail + ~2,000 prop firms

35M+ retail trading accounts and **~6M active CFD accounts** — with top-5 broker share flat despite ~3× volume, leaving a long tail of smaller/new brokers, plus **~2,000 prop firms**, wanting an ownable modern stack.

SOM — OBTAINABLE

~150 tenants in 3 yrs

An editable early capture — the model's Year-3 ramp of **114 broker + 37 prop** tenants via direct + partner GTM. Size with your own funnel.

How to read this

TAM / SAM / SOM is a labelled sizing framework, not precise proprietary data — the revenue that matters is per-tenant ARR (next slides) × tenants captured. Tailwind: “prop firm” search interest rose **+607% (2020–24)** and 80–100 firms exited in 2024, driving consolidation toward legitimate infrastructure.

Market data: industry estimates, 2025–26.

Recurring platform-licence SaaS — ARR per broker tenant

PLAN	MONTHLY	REGISTERED ACCOUNTS	ONE-TIME SETUP
Starter	**$690**/mo	500	$990
Growth	**$1,490**/mo	2,000	$1,900
Business MOST POPULAR	**$2,900**/mo	10,000	$2,900
Scale	**$4,900**/mo	25,000	$4,900
Enterprise	**$7,900**/mo	50,000	$9,900
Ultimate	**from $12,000**/mo	100,000+	by project

Live tiers seeded in the platform. Billed monthly on **registered** accounts — not active ones — with **no volume or turnover fees**. Annual billing saves 17%.

Recurring per-tenant ARR

Each broker is a subscription. Entry **$690–$1,490/mo**; core tier **$2,900/mo (≈$34.8k ARR)**; large books **up to $12,000/mo** — i.e. roughly **$8.3k–$144k ARR** per tenant, before setup and add-ons.

Prop firms — a second segment

Prop firms get their own plans — **$1,900–$7,500/mo** billed on active accounts — a separate segment with its own economics and expansion line.

Expansion revenue

One-time setup ($990–$9,900) plus add-ons — prop-firm engine + Partner API ($800/mo, included from Business+), premium gateways, IB portal, hosting, plugins and SLA — layer on top of the base licence.

Pricing moat & illustrative

We bill **registered** accounts, not active ones, and charge **no volume/turnover fees** — a fairness edge vs incumbents. Illustrative: the model's Year-3 ramp of **~150 tenants ≈ $5.7M ARR**.

GO-TO-MARKET

Land brokers, expand accounts, grow through partners

1 · Direct to switchers

Target brokers actively leaving MetaQuotes and new formations. Fast proof: a live demo stack and a proposal already in market.

2 · Prop-firm wedge

Lead with the prop challenge storefront into the fastest-growing buyer segment, then upsell the full brokerage stack.

3 · Partner & IB channel

Introducing brokers, tech consultants and regional resellers extend reach; a built-in IB/partner program aligns incentives.

Low-friction onboarding

Self-hosted Docker stack stands up on a single VPS in minutes; multi-tenant hosting lets us run tenants for brokers who prefer managed.

Land & expand motion

Start on Starter/Growth, grow into Business+ as the book and the prop module scale — expansion inside the account.

Retention by ownership

Data, brand and integrations live on the broker's own infrastructure — the platform becomes core, switching cost compounds.

✎ **FOUNDER TO FILL**

CAC / sales-cycle / channel mix: [CAC] · [avg sales cycle] · [% direct vs partner].

COMPETITION

Positioning vs incumbents and other white-label vendors

Capability	ZigZag Trader	MT4 / MT5 (MetaQuotes)	Other white-label vendors
Broker owns & self-hosts	Yes	No — rented	Rarely
Independent of MetaQuotes licensing	Yes	No	Often built on it
Web + Desktop + Mobile, one account	All three	Yes	Varies
Algo IDE + step-debugger + backtester	Built-in	MQL, no web IDE	Rare
Social / copy / PAMM / tournaments	Native	Add-ons	Partial
Prop-firm challenge module	Built-in	No	Some
Cabinet + CRM + IB + funding + KYC	Included	3rd-party	Bundled/extra
Multi-tenant + licensing billing	Built-in	N/A	Varies

The wedge — registered accounts, not active; no volume or turnover fees

Familiar MT4-style experience, but **ownable**, **independent** and **complete**, with **MQL4/EA support and self-hosting** — and far more accounts per dollar: our **Business plan is $2,900/mo for 10,000 registered** vs Match-Trader **$2,000–3,500/mo for 1,000 active**, cTrader **$5 per $1M volume on a $5,000/mo minimum** (a turnover fee), and year-one **$30–80k on TradeLocker** / **$150–400k on DXtrade** (MT5 white-label also high). Competitor pricing: external list prices; market data: industry estimates, 2025–26.

Proof points — to be completed by the founder

✎ FOUNDER TO FILL — DO NOT PRESENT BRACKETED VALUES AS REAL

[MRR]
Current monthly recurring revenue

[#]
Paying broker tenants

[#]
Pilots / trials in flight

[%]
MoM growth

Signed / pilot logos

[add broker & prop-firm logos / names]

Deals in pipeline

[# opportunities] ·
[$ weighted pipeline]

Product live

Full platform deployed & demo-able today; proposal & guides in market.
[add usage stats]

Illustrative 3-year model — computed off the new pricing

✎ **ILLUSTRATIVE — ASSUMPTIONS, NOT COMMITTED FIGURES. RAMP INPUTS ARE EDITABLE; ARR/REVENUE MATH IS COMPUTED OFF THEM.**

METRIC (ILLUSTRATIVE)	YEAR 1	YEAR 2	YEAR 3
Broker tenants (EoY)	20	53	114
Prop-firm tenants (EoY)	6	17	37
Recurring ARR (tenants × ARPA)	$0.97M	$2.62M	$5.66M
+ One-time setup (new logos, in-yr)	$0.08M	$0.14M	$0.25M
Total revenue	$1.05M	$2.76M	$5.91M
Gross profit (85% margin)	$0.89M	$2.35M	$5.02M

Illustrative — assumptions, not committed figures. Recurring ARR = tenants × ARPA by segment; total revenue adds in-year one-time setup. Change any input and the model re-flows.

Unit economics (assumptions)

Blended broker ARPA **$2,400/mo** + 25% add-on attach → **$3,000/mo (≈$36k ARR)**. Prop-firm ARPA **$3,500/mo (≈$42k ARR)**. Avg setup **$2,900** per new logo.

Ramp & retention (assumptions)

New logos/yr — brokers **20 / 35 / 65**, prop **6 / 12 / 22**. **NRR 112%** from tier upgrades + add-on attach. **85% gross margin** on a self-hosted stack.

Model driver

SaaS licence tiers **$690–$12,000/mo** + prop plans **$1,900–$7,500/mo** + setup + add-ons. Grounded in SaaS benchmarks — **~81% median gross margin**, **~101% median / ~111% top-quartile NRR**, **9–20-month CAC payback**. Real traction remains on the following slides — swap the ramp for your own.

TEAM

Who is building this — to be completed by the founder

✎ TEAM TODAY — SOLO FOUNDER; KEY FIRST HIRES FUNDED BY THIS ROUND

Michael Sobin
Founder · CEO & CFO — built ZigZag Trader end-to-end: product, engineering & go-to-market.

CTO · Engineering
First hire — funded by this round

Head of Sales · GTM
First hire — funded by this round

Key hire
Post-raise

[Advisor]
[industry advisor]

[Advisor]
[regulatory / prop]

Proof of execution: a complete, multi-app platform (server, web, desktop, mobile, algo, social, prop, cabinet, admin/CRM) is already built and running.

THE ASK

What we're raising and what it funds

✎ ILLUSTRATIVE / PROPOSED — FOUNDER TO ADJUST TO TARGET

Raising $5.0M seed at ~$20M pre-money (~20% dilution), for ~30 months of runway.

Sizing reflects 2025–26 fintech-seed norms (~$4–6M round at ~$18–25M pre-money). Structure & timeline — lead, SAFE vs priced and close date — to confirm with the round.

Use of funds

- **Sales & GTM — 45%** · direct + partner channel
- **Engineering & product — 35%** · scale, reliability, roadmap
- **Compliance, ops & G&A — 20%** · reg support, onboarding & SLA

Milestones this funds

Toward the model's 3-year ramp — **~150 tenants** (114 broker + 37 prop), **~$5.7M ARR** on the base plan — with an aggressive upside to **~$7.9M ARR**, on **~30 months** of runway.

ZigZagTrader

TRADING PLATFORM

LET'S TALK

The brokerage platform brokers can finally own.

A complete, ownable, independent alternative to MT4/MT5 — built, live, and ready to scale with the right partners.

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